



ALCOHOL, DRUG & MENTAL HEALTH SERVICES  
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## FUNDING AVAILABLE FOR TOBACCO TREATMENT INTERVENTIONS FOR CLIENTS IN MENTAL HEALTH PROGRAMS

**Background:** Behavioral Health Care Services (BHCS) is pleased to offer up to two thousand dollars (\$2000), using Mental Health Services Act resources, to fund up to two Mental Health Clinics to promote more aggressive tobacco treatment interventions for consumers. The funding is to be used toward promoting tobacco cessation activities and systematic interventions with consumers from **January 15, 2011 to June 30, 2011**. To apply, applicants must submit a plan of how they would promote more tobacco interventions with clients. Providers are encouraged to choose at least one activity from the list of suggested activities below, or develop their own creative ideas.

### List of Suggested Activities:

1. Assess all clients for tobacco-dependence and advise them to quit smoking; and offer a proactive tobacco educational/motivational and cessation-oriented intervention;
2. Conduct a regular Healthy Living Program that would include tobacco in all aspects of the program and maintain progress notes on sessions. (The Learning About Healthy Living program is an available, easy-to-use example);
3. Provide an ongoing motivational support group for clients who are considering quitting smoking, in order to encourage them to consider making quit attempts; and/or
4. Provide tobacco dependence treatment through counselor and psychiatrist interventions and prescribing and monitoring tobacco treatment medications.

### Incentives:

Incentives may help entice clients to participate in the intervention and may help to reward their progress. Incentives might include, but are not limited to the following:

- Providing small incentive rewards for client activities such as completing a comprehensive tobacco-use history; participating for 2-3 weeks in a tobacco cessation, motivational support group; attending 4 sessions of the Healthy Living group. Larger incentives may be given to clients who come to 6-8 or more weeks of Healthy Living groups, or who quit smoking, such as \$5, \$10 or \$20 gift cards to stores that do not sell cigarettes, such as Trader Joe's, Whole Foods, Blockbusters, etc. This can also include gift certificates to restaurants, movies and other entertainment activities.
- Using part of the incentive funds to purchase alternative activities equipment, such as an art cart (a cart with art supplies that clients can use instead of going outside to smoke). Other ideas could include a basketball hoop, or other simple exercise equipment to encourage movement in group activities.

### Applicant Eligibility Criteria:

- Must be a BHCS contracted mental health program serving adults, 18 years and older
- Must be compliant with ACBHCS Tobacco Control, Education and Prevention Guidelines (see attached);
- Must have a program infrastructure that supports client tobacco-use assessment, education and treatment;



- Must currently have staff who have been trained and possess the skills to treat tobacco–use with clients.

**Selection Criteria:** A BHCS Selection Committee will evaluate each proposal meeting the criteria as outlined in this announcement. The Selection Committee may be composed of County staff and other parties that have expertise or experience in the delivery of these services.

**Notice of Award:** All applicants will be notified of the evaluation decisions by **December 17, 2010**.

**Provider Criteria:**

If a provider is funded to provide tobacco treatment interventions, the provider must:

- Conduct a Consumer Tobacco-Use Survey, among a reasonable representative sample of clients, to assess consumer current attitudes, knowledge and behaviors regarding tobacco-use. This will be done at the beginning of the project. Surveys will be submitted to the ATOD Network staff to compile and produce survey results.
- Agree to work closely with BHCS and the ATOD Network staff, Dr. Cathy McDonald and Judy Gerard, who will be providing staff training and technical assistance to implement the program.
- Agree to make necessary systems changes in order to be successful.
- Have a designated staff person to serve as the tobacco champion/coordinator for the NRT Best Practices Protocol program who will:
  - Attend monthly meetings to check in and/or receive technical assistance to ensure that provider meets requirements of the project;
  - Maintain ongoing communication with BHCS and contracted ATOD Network staff;
  - Provide monthly one-page reports summarizing activities performed each month, including type of activities and the number of clients participating in the intervention and their progress;
  - Provide a final one-page report using the format provided by BHCS.

**How to Apply:**

To be considered for funding for this **Project**, please submit:

1. A brief plan on how your agency would provide stepped-up tobacco interventions with your clients; and
2. A budget showing exactly how the funds will be spent.

**Submit application materials by December 3, 2010 by 5:00 pm to:**

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(QIC: 22711)

For more information, please contact Lupe Mariscal @ BHCS at 510-567-8123 or [lmарiscal@acbhcs.org](mailto:lmарiscal@acbhcs.org)